



City of Alameda California

AGENDA

REGULAR MEETING OF
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE
THURSDAY, OCTOBER 4, 2012
6:00 p.m.

(Doors open by 5:45 p.m.)

**CONFERENCE ROOM 391
ALAMEDA CITY HALL
2263 SANTA CLARA AVENUE**

Anyone wishing to speak on any item on the agenda or business brought up by Committee Members or a member of the public may do so when the subject is brought up for discussion. (Please file a speaker's slip.)

If you wish to address the Committee, please file a speaker's slip with the Secretary.

- **Upon recognition by the Chair, approach the rostrum and state your name and address. Speakers are limited to five (5) minutes per item.**
- **Lengthy testimony should be submitted in writing and only a summary of pertinent points presented verbally.**

1. CALL TO ORDER AND ROLL CALL
2. ORAL COMMUNICATIONS - PUBLIC
3. MINUTES
 - a. Minutes of the Regular Meeting of August 2, 2012
 - b. Minutes of the Regular Meeting of September 6, 2012
4. CONSENT CALENDAR

(None)
5. UNFINISHED BUSINESS

- a. Community Sailing Center
- b. Artemis Racing Team
- c. Work Plan Discussion

6. NEW BUSINESS

(None)

7. SUB-COMMITTEE REPORTS

- a. Promotions
- b. Events
- c. Development
- d. Housing
- e. Dry Transportation
- f. Wet Transportation
- g. Syndicates

8. WRITTEN COMMUNICATIONS

(None)

9. ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF

10. ORAL COMMUNICATIONS - PUBLIC

11. ADJOURNMENT

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*Sign language interpreters will be available upon request. Please contact Eric Fonstein, City of Alameda Economic Development Division, at 747-6895 or 522-7538 (TDD number) at least 72 hours before the meeting to request an interpreter. Accessible seating for persons with disabilities (including those using wheelchairs) is available. Minutes of the meeting are available in enlarged print. Audiotapes of the meeting are available upon request.

Please contact Eric Fonstein, at 747-6895 or 522-7538 (TDD number) at least 48 hours before the meeting to request agenda materials in an alternative format, or any other reasonable accommodation that may be necessary to participate in and enjoy the benefits of the meeting.

Documents related to this agenda are available for public inspection and copying at the Economic Development Division, Room 120, Alameda City Hall during normal business hours.

KNOW YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE. Government's duty is to serve the public, reaching its decisions in full view of the public. Commissions, boards, councils and other agencies of the City of Alameda exist to conduct the citizen of Alameda's business. This ordinance assures that deliberations are conducted before the people and that City operations are open to the people's review.

FOR MORE INFORMATION ON YOUR RIGHTS UNDER THE SUNSHINE ORDINANCE OR TO REPORT A VIOLATION OF THE ORDINANCE, CONTACT THE OPEN GOVERNMENT COMMISSION: the address is 2263 Santa Clara Avenue, Room 380, Alameda, CA, 94501; phone number is 510-747-4800; fax number is 510-865-4048, e-mail address is lweisige@ci.alameda.ca.us; and contact is Lara Weisiger, City Clerk.

In order to assist the City's efforts to accommodate persons with severe allergies, environmental illnesses, multiple chemical sensitivity or related disabilities, attendees at public meetings are reminded that other attendees may be sensitive to various chemical based products. Please help the City accommodate these individuals.

DRAFT UNTIL APPROVED

MINUTES

REGULAR MEETING OF CITY OF ALAMEDA AMERICA'S CUP COMMITTEE THURSDAY, AUGUST 2, 2012 6:00 PM

1. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 6:01 p.m.

Present: Chris Seiwald (Chair), Dave Bloch, Jack Boeger, Leslie Cameron
David Forbes, John Platt, Kame Richards, and Kathie Woulfe,
David Lee, Brad Shook, and Deborah Wright

Absent: Jim Oddie

Staff: Eric Fonstein

Public: Mary Craig, Cindy Acker, Marie Riccobene, Michael John Torrey,
Michael Weber, and Anna Anderson.

2. ORAL COMMUNICATIONS – PUBLIC

Michael Weber introduced himself as the Director of Sales for the Executive Inn & Suites across the estuary in Oakland.

Marie Riccobene from the USS Hornet reported that they need two years lead time to position the vessel in the center of the Bay. It is prohibitively expensive since it would require retrofitting the ship and around-the-clock tug boat service.

Anna Anderson introduced herself, having recently moved to Alameda from New Zealand, where she worked with public/private partnerships on property development.

3. MINUTES

a. Minutes of the Meeting of June 7, 2012

The minutes were approved as corrected.

4. CONSENT CALENDAR

(None)

5. UNFINISHED BUSINESS

a. Community Sailing Center

Mr. Forbes reported that the next meeting is on August 14, 6:30 p.m. at Pineapple Sails.

Mr. Shook mentioned that an outrigger canoe club is interested in moving from their current location at Jack London Square to Alameda. He will invite them to the next Community Sailing Center meeting.

b. Artemis Racing Team

Mr. Fonstein reported that the City has communicated with the Artemis Team about holding a reception to introduce the team and family members to various type of services in the community. The Artemis representative stated that their immediate focus right now is moving people to Alameda and that they would be interested to meet following the World Series events at the end of the month.

Mr. Forbes said that this is a big opportunity to welcome the team to Alameda and would like to broadly publicize the event.

Mr. Richards responded that the size and scope of the reception would depend upon Artemis needs and desires. The Committee decided to have Mr. Fonstein contact Artemis to see what they are receptive to.

Mr. Forbes deemed that there may be two separate events: one intended to connect families with local resources and the other a more public welcome for the Team.

Mr. Lee suggested putting together a welcome packet with gift certificates for each family, similar to past experiences with the Coast Guard families.

Cindy Acker of the Montessori School informed the Committee that the families that have enrolled in her school are looking for ways to connect to local, social resources.

Mr. Richards commented that from his understanding, housing remains a major issue. The Committee decided to send all housing leads to Mr. Fonstein, who will forward them to the Artemis representative.

6. SUB-COMMITTEE REPORTS

a. Promotions

Mr. Bloch has two AC-related blogs at AlamedaWaterfront.com and the TheAlamedan.org.

Mr. Bloch will be mailing a letter, on behalf of the local yacht clubs, to the yacht club in Alameda's sister city Lindingo Sweeden, inviting their members that may be in the Bay Area for the America's Cup to visit and use their facilities.

Mr. Boeger has applied for AC34 press credentials.

b. Events

Viewing Parties. Mr. Fonstein had e-mailed an advisory to the local business associations to encourage their members—especially

restaurants, bars and taverns—to promote the availability to watch the AC World Series at their places. Mr. Fonstein will send a second advisory, asking the associations to let him know of any venues that will be set up for patrons to watch the races. These businesses can then be promoted through the AlamedaWaterfront.com website.

Mr. Forbes suggested having an event at the Alameda Theater. Ms. Anderson added that it may be best to have the event to coincide with other events, to help build and generate excitement about the AC.

c. Development

No report.

d. Housing

Ms. Woulfe will forward information to Mr. Fonstein about a three bedroom rental that may be available to the Artemis team.

e. Transportation (combined Dry and Wet)

No report.

f. Syndicates

Staff will continue to work with Artemis as well as any other team interested in leasing space.

7. WRITTEN COMMUNICATIONS

(None)

8. ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF

Mr. Seiwald asked the committee to think about “what other big fish” are out there for the committee to pursue, now that Artemis is here. Mr. Seiwald said that he will e-mail Randy Rentschler (MTC) to invite him to the next AC meeting and to give an analysis of the transportation demand and logistics for the August World Series and what it may mean for next year.

Mr. Shook suggested that the committee may consider a role in attracting large corporate sponsored events to Alameda facilities, such as the USS Hornet or the distilleries.

9. ORAL COMMUNICATIONS – PUBLIC

(None)

10. ADJOURNMENT

The meeting adjourned at 7:31 p.m.

DRAFT UNTIL APPROVED

MINUTES

REGULAR MEETING OF CITY OF ALAMEDA AMERICA'S CUP COMMITTEE THURSDAY, SEPTEMBER 6, 2012 6:00 PM

1. CALL TO ORDER AND ROLL CALL

Called to order at 6:06 p.m. Due to a lack of a quorum, all action items, including approval of previous meeting minutes, will be continued to the next scheduled meeting on October 4, 2012.

Present: Chris Seiwald (Chair), Dave Bloch, David Forbes, Deborah Wright, Kathie Woulfe (left at 6:55 p.m.), David Lee (arrived at 7:05 p.m.)

Absent: Jim Oddie, Jack Boeger, Leslie Cameron, John Platt, Kame Richards, Brad Shook

Staff: Lori Taylor, Eric Fonstein

Public: Mary Craig, Marie Riccobene, Anna Anderson, Douglas Borchert

2. ORAL COMMUNICATIONS – PUBLIC

None

3. MINUTES

a. Minutes of the Regular Meeting of August 2, 2012

The minutes will be continued to the next scheduled meeting.

4. CONSENT CALENDAR

(None)

5. UNFINISHED BUSINESS

a. Community Sailing Center

Mr. Forbes reported that the next meeting is on September 11, 6:30 p.m. at Pineapple Sails. The subject of this meeting is to develop a mission statement and then a vision statement.

b. Artemis Racing Team

Discussed below under Item 7.b., Work Plan.

6. NEW BUSINESS

a. Presentation: Douglas Borchert on the History of the America's Cup

Mr. Borchert made a presentation before the Committee and suggested that the colorful history of the America's Cup should be incorporated, where possible, in the Committee's activities to build interest beyond 2013.

The Committee then discussed identifying potential speakers with public appeal (e.g. skippers, ship designers, and executives of racing teams) and potential dates (possibly between May 19 and July 4, 2013) for an event. Ms. Craig and Ms. Wright volunteered to research this item. Ms. Woulfe will then check with the Alameda Theater about its availability as a speaking venue.

b. Work Plan Discussion

Ms. Taylor offered some ideas that the city had for a promotional work plan. The city will be converting the "hotel rack postcards" into an ad for *The Log's* annual berth guide. Ms. Taylor mentioned that Alameda does not have a Visitors and Convention Bureau, which is a typical organizational structure for promotional campaigns.

Mr. Forbes suggested that maybe the Chamber of Commerce could help lead this effort, especially with raising funds, with the city providing much of the leg work. Ms. Woulfe volunteered to coordinate a meeting between representatives from the Chamber (Dennis Eloie and Mark Sorensen) and the Committee (David Forbes and Christopher Seiwald).

The Committee discussed a possible formal welcoming/open house event, which would be dependent upon the Artemis Racing Team's agreement and availability. Mr. Forbes will develop ideas of promoting this event for the next Committee meeting. Ms. Craig suggested presenting an official city proclamation.

Ms. Craig mentioned her recent communication with a contact she has on the Artemis Team. They are very receptive to coordinating activities with the city, however they have been consumed with moving their people to Alameda and with America's Cup World Series racing circuit. Mr. Fonstein and Ms. Taylor said that this message is similar to the city's communication with Artemis.

Mr. Lee related that the Boys & Girls Club would like to offer their facilities to Artemis for possible future events.

7. SUB-COMMITTEE REPORTS

a. Promotions

Mr. Bloch recounted the tale of the letter sent on behalf of the local yacht clubs last July to Alameda's Sister City Lidingo, Sweden. Through the fortunate intervention of a Swedish couple docked in Alameda during their round-the-world voyage, the letter will soon be published in the local Lidingo newspaper.

Mr. Bloch said that the *cupexperience.com* website has an excellent 13-page briefing book on how to watch at the events or on TV or the Internet.

b. Events

Mr. Lee gave details on an informal ice cream social recently held for some of the Artemis families. The event was coordinated by the Child Unique Montessori School and Tuckers Ice Cream.

c. Development

No report.

d. Housing

No report.

e. Transportation (combined Dry and Wet)

No report.

f. Syndicates

8. WRITTEN COMMUNICATIONS

(None)

9. ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF

(None)

10. ORAL COMMUNICATIONS – PUBLIC

(None)

11. ADJOURNMENT

The meeting adjourned at 7:42 p.m.